



Vol. XXIII

WINNIPEG, CANADA, NOVEMBER, 1918

No. 11

MAKE IT YOUR CHIEF CONCERN—YOUR IMMEDIATE ACT

FELLOW citizen of Canada, were you ever so proud of anything in your life as you are at this moment of the fact that you are a citizen of the British Empire?

Do you know of anything in conduct that beats the incurable decency of the British Empire?

What would you be worth today if Britain had not kept her word to France in the fall of 1914? How would you feel in this hour of victory if the men who spoke for you then had funk'd it and left brave France and thrice brave Belgium at the mercy of the merciless Hun?

These are questions that all have their most obvious answer, but there is another which you have still to answer, and that is: How are you going to keep your word to the boys of your home town who are now in France and Flanders?

In 1914 you said to them: "Boys, we will back you to the last dollar!" You positively said that on a thousand platforms, and at the railway depot when you bade them good-bye, and you have reiterated it again and again—while you still felt the need of the boys.

Did you mean it, or are you but one of the yellow curs who only keep their word when the need to do so is imperative, and when you can't get out of it?

Did ever pals do for you what they have done? And now all they expect of you is a loan of the price of their homeward trip! They propose giving you interest on the accommodation at the rate of 5½ per cent per annum. No "cheap skates"—these noble lads of Canada—and, moreover, they guarantee both principal and interest with the entire resources of the British Empire.

Can you at this moment stand in need of instruction or guidance or goading as to your relationship to Canada's Victory Loan.

Victory Loan Must Succeed



At this supreme moment we must not fail to reach the \$500,000,000 mark—

1—To bring the boys home.
2—To maintain them in Europe till peace is firmly established.

3—To maintain our industrial activities and provide new employment for munition workers and soldiers as they return.

4—To continue our loans to Britain for buying Canadian food.

5—To enable Canadian workers to get their rightful share of orders for rebuilding Belgium and France.

Monday, November 11, will be recorded as the greatest day in British history. We all relaxed and rejoiced, and will remember it as long as we live.

Let us, in our rejoicing, not forget the tremendous responsibility that rests on us.

Canada's exports of agricultural produce in 1915 amounted to \$209,000,000. For the last fiscal year the exports were \$704,000,000. That is why our markets for cattle, sheep, hog products, wheat, oats, beans and other products have kept up the prices and enabled Canadian farmers and business men to secure such good prices. He who saves for this loan, kills two birds with one stone. He is patriotically helping to secure a final peace, and also safeguarding the home market for his home products. The commonsense business man can't do otherwise. Get ready for it.

D. R. WOOD,

Chairman Dominion Executive Victory Loan, 1918.

meetings could not be held and canvassers have fallen ill. In some districts outside of Winnipeg whole teams have been incapacitated and in some cases their successors have fallen victims to the scourge.

The effect of this condition is especially noticeable in the country districts. Many of them have done magnificently, but it is useless to disguise the fact that the returns from the country to date have been somewhat disappointing.

The reason for this is doubtless that a breakdown of the organization in the country, from unforeseen causes is not easily repaired. Whatever the reason, however, the condition remains and is one which the people of rural Manitoba must face during the next few days.

The reputation of the province is at stake. We cannot afford to have it said that Manitoba fell short of its quota, while the people of the adjoining States—despite the fact that U. S. Liberty Bonds offer a lower rate of interest than Canadian Victory Bonds—subscribed an amount considerably in excess of that required of them.

In the few days that remain, then, there must be no let up. You, who read this, must see it as your concern. If you have subscribed something, but less than you are able, you must do more. If you have delayed action until now you must act without further delay. Remember that soon we must face the men who went overseas from Manitoba.

Our own great lads who took every risk a man can take for his friends are acclaimed all round the world as of the very bravest of those who cleaned up the world's worst cesspool. No job was ever more faithfully and completely brought to a finish. Have you done your part?

Despite the fact that every decent citizen of Manitoba must be humiliated by the suggestion, it is necessary to say that this Province can now produce its quota of the Victory Loan only by a supreme effort in which all must participate during the few days that remain.

If the campaign had been conducted in reasonably favorable conditions there could have been no doubt of its success; the value of Victory Bonds as an investment is such that the motive of

self-interest, apart from every consideration of duty, ought to have assured more than a full response to the call of the Government.

But the conditions of the campaign have not been favorable. The prospect of peace—although peace leaves untouched the obligation to provide this money—has turned public interest away from the loan.

An added disadvantage of far-reaching consequence has been the influenza epidemic. Public